
Privacy Policy

MADI Agency (Pty) Ltd

Last updated: 1st July 2026

MADI Agency (Pty) Ltd ("MADI Agency", "we", "us", "our") is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and protect personal information in connection with our website **www.madi-agency.net** (the "Site"), our booking services, and our digital products, in compliance with the Protection of Personal Information Act 4 of 2013 ("POPIA").

By using the Site, booking a service, or purchasing a digital product from us, you consent to the collection and processing of your personal information as described in this Policy.

1. Responsible Party

MADI Agency (Pty) Ltd is the "responsible party" (as defined in POPIA) for personal information collected through the Site.

Business address: 66 Hobart Road, Bryanston, Gauteng, South Africa

Email: cebisile@madi-agency.net

Phone: 078 421 3255

Information Officer

In terms of POPIA, we have appointed an Information Officer responsible for compliance with this Policy and POPIA.

Information Officer: Cebisile Madi

Email: cebisile@madi-agency.net

If you have any questions, concerns, or requests regarding your personal information, please contact our Information Officer using the details above.

2. What Personal Information We Collect

Depending on how you interact with the Site, we may collect the following categories of personal information:

2.1 Information you provide directly

- Name and surname
- Email address
- Phone number
- Company/organisation name and job title
- Billing and address details (where required for invoicing)
- Information you submit through booking forms, contact forms, or enquiry forms (e.g. details about your organisation's products and regulatory needs, submitted ahead of a Discovery Call or consultation)
- Payment-related information processed through PayFast (see Section 6 — we do not directly collect or store your card or banking details)

2.2 Information collected automatically

- IP address, browser type, device information, and general location (city/region level)
- Site usage data, such as pages visited, time spent on the Site, and referral source
- Cookies and similar tracking technologies (see Section 8)

2.3 Information from bookings and purchases

- Booking history (services booked, dates, session notes where applicable)
- Digital product purchase history and download activity
- Correspondence related to your bookings, purchases, cancellations, or support queries

We do not knowingly collect personal information relating to children, or special personal information (e.g. health, religious or political views, biometric data) beyond what may be incidentally shared by you in free-text fields, which we will treat with appropriate additional care.

3. How We Use Your Personal Information

We process your personal information for the following purposes, and on the following lawful bases under POPIA:

Purpose	Lawful Basis
Processing bookings for consultations, training, and (future) online courses	Performance of a contract with you
Delivering digital products (eBooks, templates) you have purchased	Performance of a contract with you
Processing payments via PayFast	Performance of a contract with you
Responding to enquiries and providing customer support	Performance of a contract / legitimate interest
Sending booking confirmations, reminders, and service-related communication	Performance of a contract
Sending marketing communications (e.g. newsletters, course announcements)	Consent (you may opt out at any time)
Improving the Site and our service offering	Legitimate interest
Complying with legal, tax, and regulatory obligations	Legal obligation
Preventing fraud and protecting the security of the Site	Legitimate interest

We will not use your personal information for any purpose materially different from those listed above without obtaining your further consent, where required.

4. Marketing Communications

If you have opted in to receive marketing communications (e.g. via a newsletter sign-up or checkbox at checkout), we may send you updates about new courses, templates, books, or regulatory insights relevant to the

medical device sector. You may withdraw consent and unsubscribe at any time using the unsubscribe link in any marketing email, or by contacting us directly. We will not sell or rent your personal information to third parties for their own marketing purposes.

5. Sharing Your Personal Information

We do not sell your personal information. We may share personal information with:

- **PayFast** (our payment gateway), solely to process payments for bookings and digital products. PayFast processes this information under its own privacy policy and security standards.
- **Wix.com Ltd**, as the hosting and website platform provider, which processes data on our behalf to operate the Site, bookings system, and product delivery.
- **Microsoft 365 / SharePoint / Power Automate**, where used internally to manage bookings, deliver digital products, or generate certificates, strictly for the purposes described in this Policy.
- **Professional advisors** (e.g. accountants, auditors), where necessary for legitimate business purposes.
- **Law enforcement or regulatory authorities**, where required by law or to protect our legal rights.

All third parties who process personal information on our behalf are required to apply appropriate security safeguards consistent with POPIA.

We do not transfer personal information outside South Africa except where a third-party service provider (such as PayFast or Wix) processes data on servers located outside South Africa; in such cases, we take reasonable steps to ensure the recipient is subject to a law, binding corporate rules, or agreement that provides an adequate level of protection substantially similar to POPIA.

6. Payment Information

All payments made on the Site are processed by **PayFast**, a licensed South African payment services provider. We do not directly collect, view, or store your full card number, CVV, or online banking credentials — these are captured and processed directly by PayFast in accordance with PayFast's own privacy policy and PCI-DSS security standards. We only receive confirmation of successful payment and limited transaction reference information necessary to fulfil your booking or order.

7. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes described in this Policy, including:

- For the duration of our business relationship with you, and
- For any additional period required to comply with legal, tax (e.g. SARS record-keeping), accounting, or regulatory requirements (generally up to 5 years from the end of our relationship, unless a longer period is required by law).

Once personal information is no longer required, we will securely delete or anonymise it.

8. Cookies and Tracking Technologies

The Site, hosted on the Wix platform, uses cookies and similar technologies to:

- Enable core Site functionality (e.g. bookings, shopping cart, login sessions)

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- Understand Site usage and improve performance (analytics)
 - Support any advertising or remarketing activity, where enabled

You can control or disable cookies through your browser settings; however, disabling certain cookies may affect the functionality of the booking system or checkout process. Where required, we will present a cookie consent banner allowing you to manage your preferences.

9. Security of Your Information

We implement reasonable technical and organisational measures to protect personal information against loss, unauthorised access, alteration, or disclosure, including relying on the security infrastructure provided by Wix and PayFast. However, no method of electronic transmission or storage is 100% secure, and we cannot guarantee absolute security.

In the event of a data breach that poses a real risk of harm to you, we will notify you and the Information Regulator as required by POPIA.

10. Your Rights Under POPIA

Subject to applicable exceptions, you have the right to:

- **Access** the personal information we hold about you
- **Request correction or updating** of inaccurate, outdated, or incomplete personal information
- **Request deletion or destruction** of personal information that we are no longer authorised to retain
- **Object** to the processing of your personal information, including for direct marketing purposes
- **Withdraw consent**, where processing is based on consent (this will not affect the lawfulness of processing carried out before withdrawal)
- **Lodge a complaint** with the Information Regulator (South Africa) if you believe your personal information has been processed unlawfully

To exercise any of these rights, please contact our Information Officer using the details in Section 1. We will respond within a reasonable time and in accordance with POPIA's requirements.

Information Regulator (South Africa) contact details:

Email: complaints.IR@justice.gov.za

Website: www.justice.gov.za/infoereg/

11. Links to Other Websites

The Site may contain links to third-party websites (e.g. PayFast, social media platforms). We are not responsible for the privacy practices or content of those third-party sites. We encourage you to review their privacy policies before submitting any personal information.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or legal requirements. The updated version will be posted on this page with a revised "Last updated" date. We encourage you to review this Policy periodically.

13. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact:

MADI Agency (Pty) Ltd

Attention: Information Officer

66 Hobart Road, Bryanston, Gauteng, South Africa

Email: cebisile@madi-agency.net

Phone: 078 421 3255

Website: www.madi-agency.net